GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2596
ANSWERED ON:18.03.2008
SURROGATE ADVERTISEMENT
Nahata Smt. P. Jaya Prada

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to take action against tobacco and liquor companies indulging in 'surrogate' advertising in print, electronic and outdoor media; and

(b) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION & BROADVASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) Yes Sir,

(b) This Ministry has recently issued a Notification dated 25.02.2008 amending the Cable Television Networks Rules, 1994 to the effect that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants. Failure to comply will entail action as per the provisions of the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder.

As far as the Press in India is concerned, the Press Council of India, a statutory autonomous body have laid norms for Journalistic Conduct. Article 13(2)(b) of the Press Council Act 1987 states that - No advertisement shall be published, which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants